



📍 Switzerland, Meyrin



Product Marketing Manager

Your tasks

- Specify market requirements: Conduct in-depth market research and competitive analysis to identify market trends and requirements. Organize the new product introduction, emphasizing a clear value proposition for customers.
- Develop a go-to-market strategy: Create and implement a company-wide go-to-market plan, collaborating with all departments (Quality, R&D, Marketing, Sales regions). Work closely with these teams to execute the plan effectively.
- Enhance value proposition: Develop and maintain a clear value proposition for our products. Collaborate with the development, sales, and leadership teams to ensure our value proposition meets market needs and differentiates us from the competition.
- Maximize competitiveness: Identify opportunities to enhance the competitiveness of our products in the market. Propose actions and initiatives to strengthen our competitive position and optimize revenue.

Your profile

- Bachelor's degree in a related field.
- Proven experience in product management and B2B marketing.
- Strong market analysis and competitive research skills.
- Excellent communication and presentation skills.
- Ability to work independently and manage multiple projects simultaneously.
- Results-oriented with a problem-solving mindset.
- Language:
 - French (speaking and writing)
 - English (speaking and writing)
- 30% traveling

Who we are

GF Machining Solutions is the world's leading provider of machine tools, diverse technical solutions and services to manufacturers of precision molds and tooling and of tight-tolerance, precision-machined components. The key segments we serve include the aerospace, automotive, medical, energy, information and communications technology (ICT) and electronics industries

Your contact

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